

(12) **United States Patent**
Ko et al.

(10) **Patent No.:** **US 9,148,702 B1**
(45) **Date of Patent:** **Sep. 29, 2015**

(54) **EXTENDING PLAYING TIME OF A VIDEO
PLAYING SESSION BY ADDING AN
INCREMENT OF TIME TO THE VIDEO
PLAYING SESSION AFTER INITIATION OF
THE VIDEO PLAYING SESSION**

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 121 days.

(21) Appl. No.: **14/031,753**

(22) Filed: **Sep. 19, 2013**

(51) **Int. Cl.**
H04N 5/445 (2011.01)
H04N 21/472 (2011.01)
H04N 21/262 (2011.01)

(52) **U.S. Cl.**
CPC ... **H04N 21/47217** (2013.01); **H04N 21/26258**
(2013.01)

(58) **Field of Classification Search**
CPC H04N 21/26258
USPC 725/41, 38, 44
See application file for complete search history.

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(57) **ABSTRACT**

A device is disclosed that includes an interface component configured to generate a user interface for playing and requesting videos and a reception component configured to receive a subset of videos from a set of videos in accordance with a video streaming session having a preset duration of time and play the subset of videos for the preset duration of time via the user interface. The device further includes a request component configured to request an increase to the preset duration of time of the video streaming session by a segment of time after reception of a video included in the subset of videos, wherein in response to the request, the reception component is configured to receive the subset of videos for an amount of time including the preset duration of time plus the segment of time and play the subset of videos for the amount of time.

21 Claims, 12 Drawing Sheets



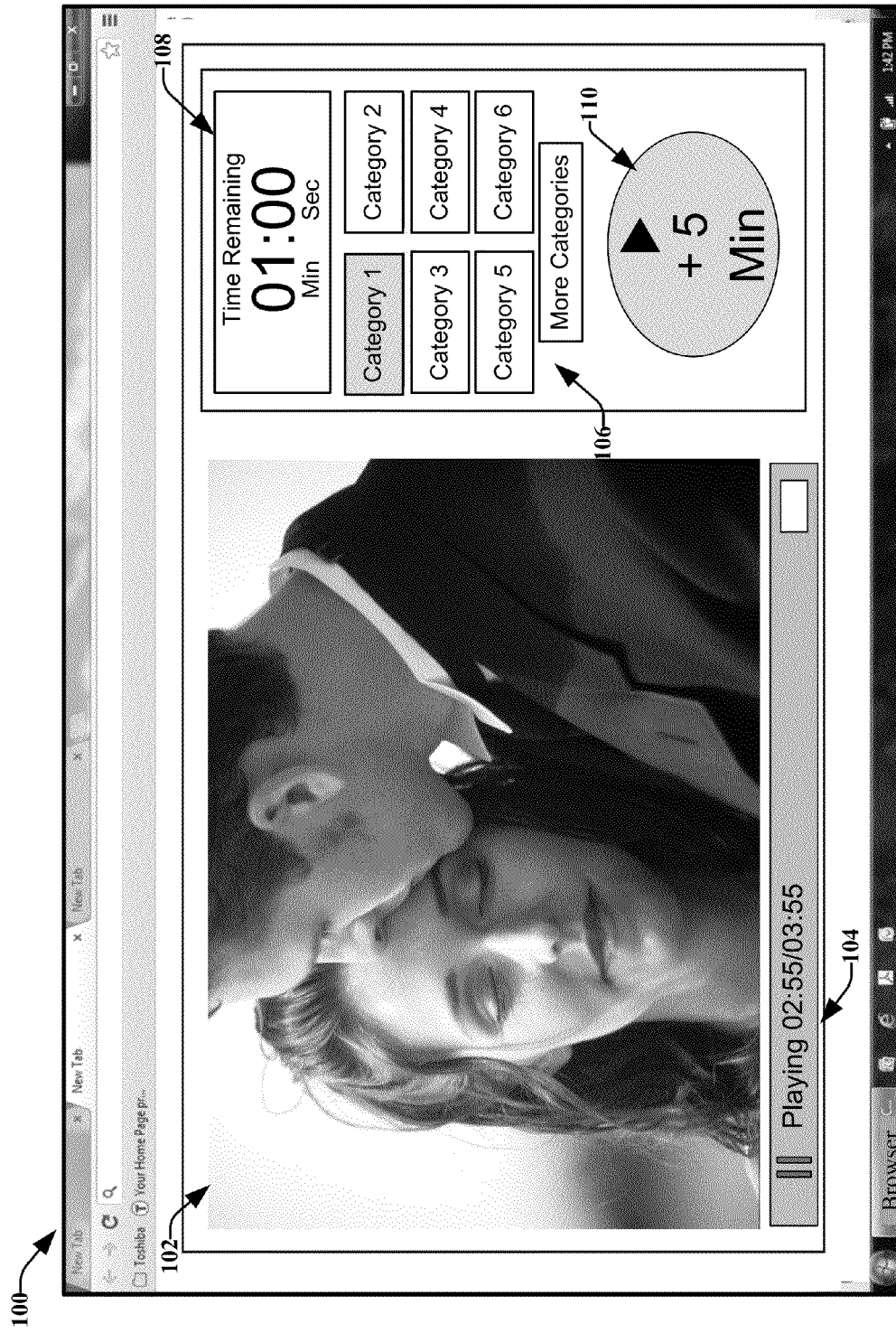


FIG. 1

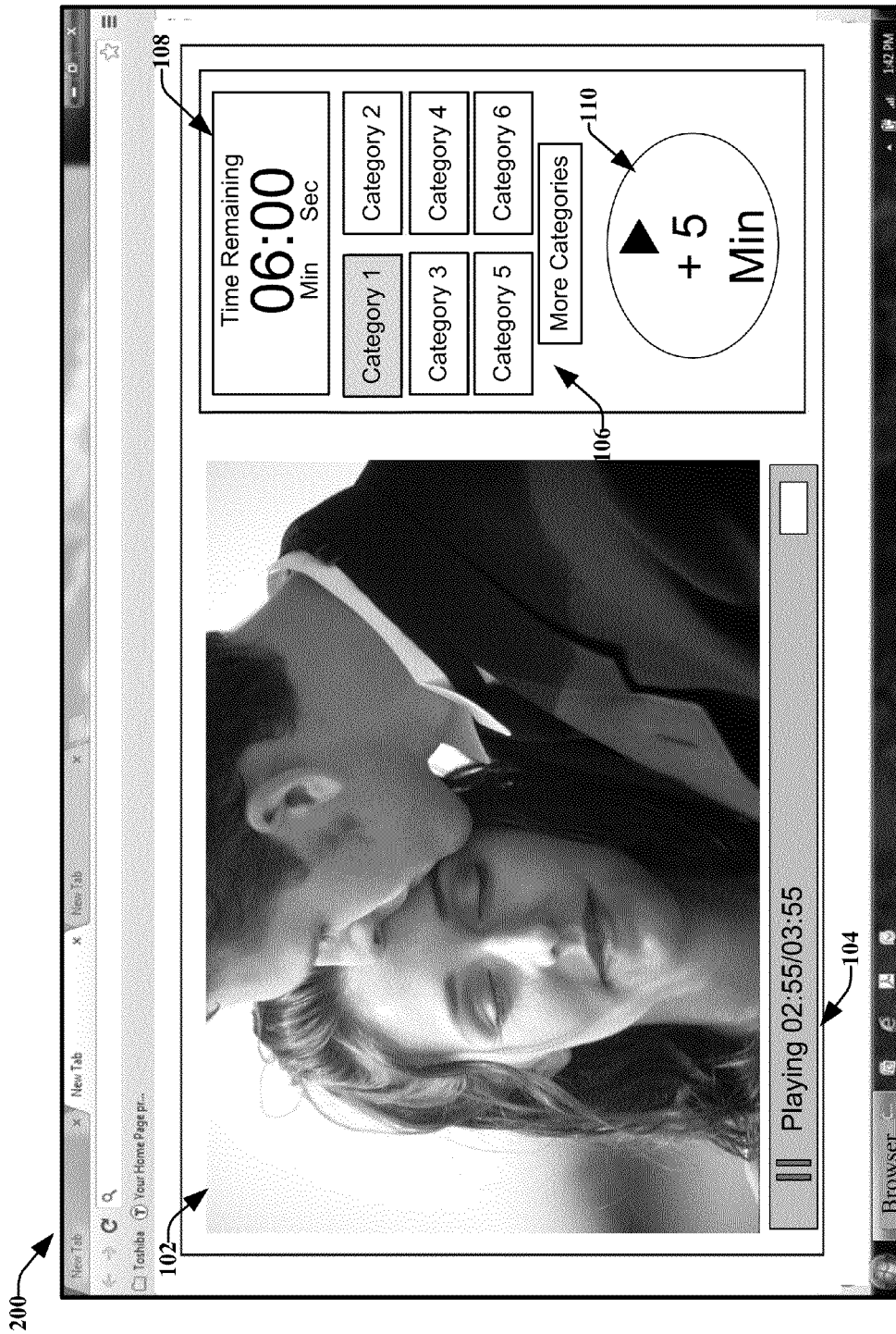


FIG. 2

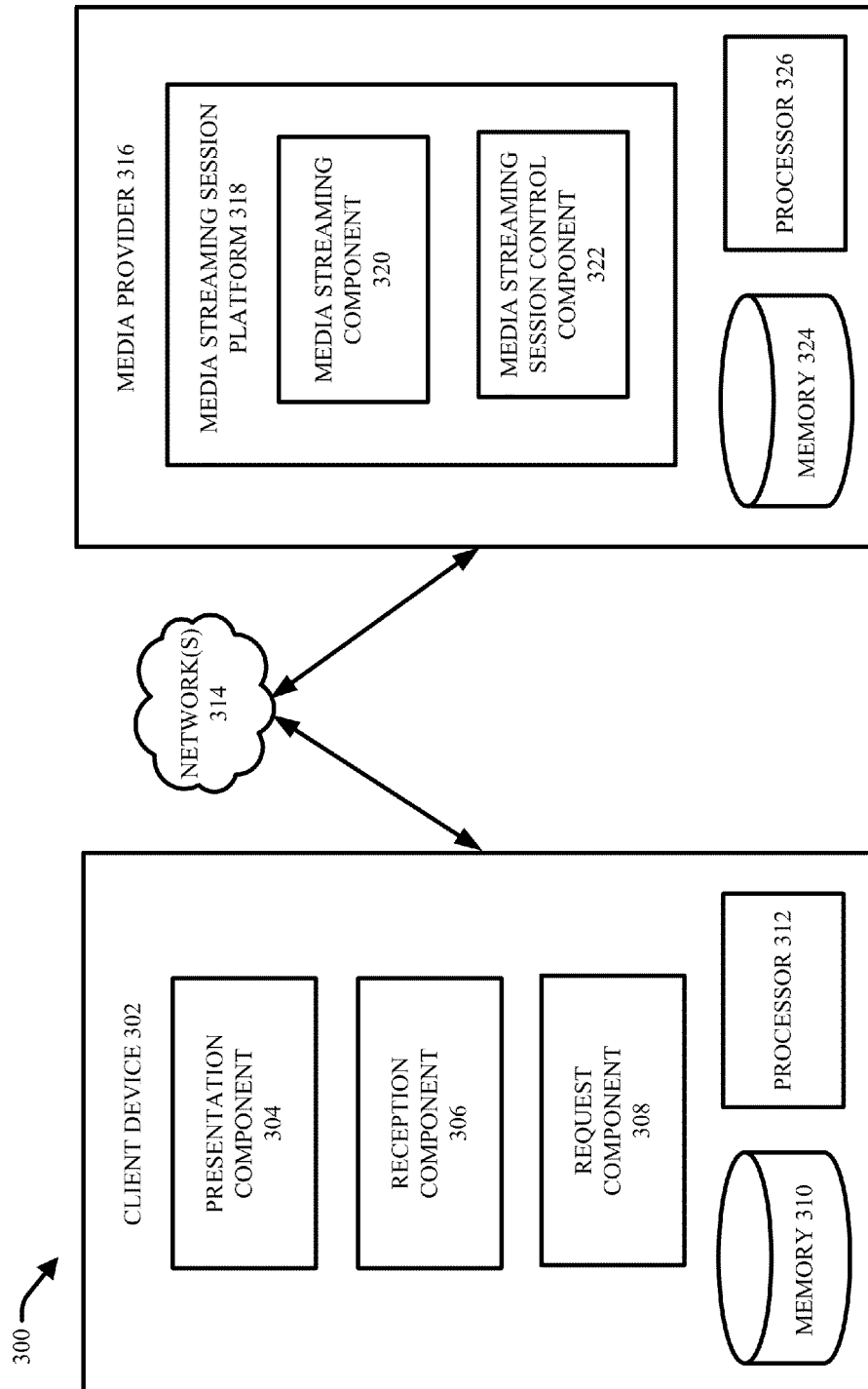
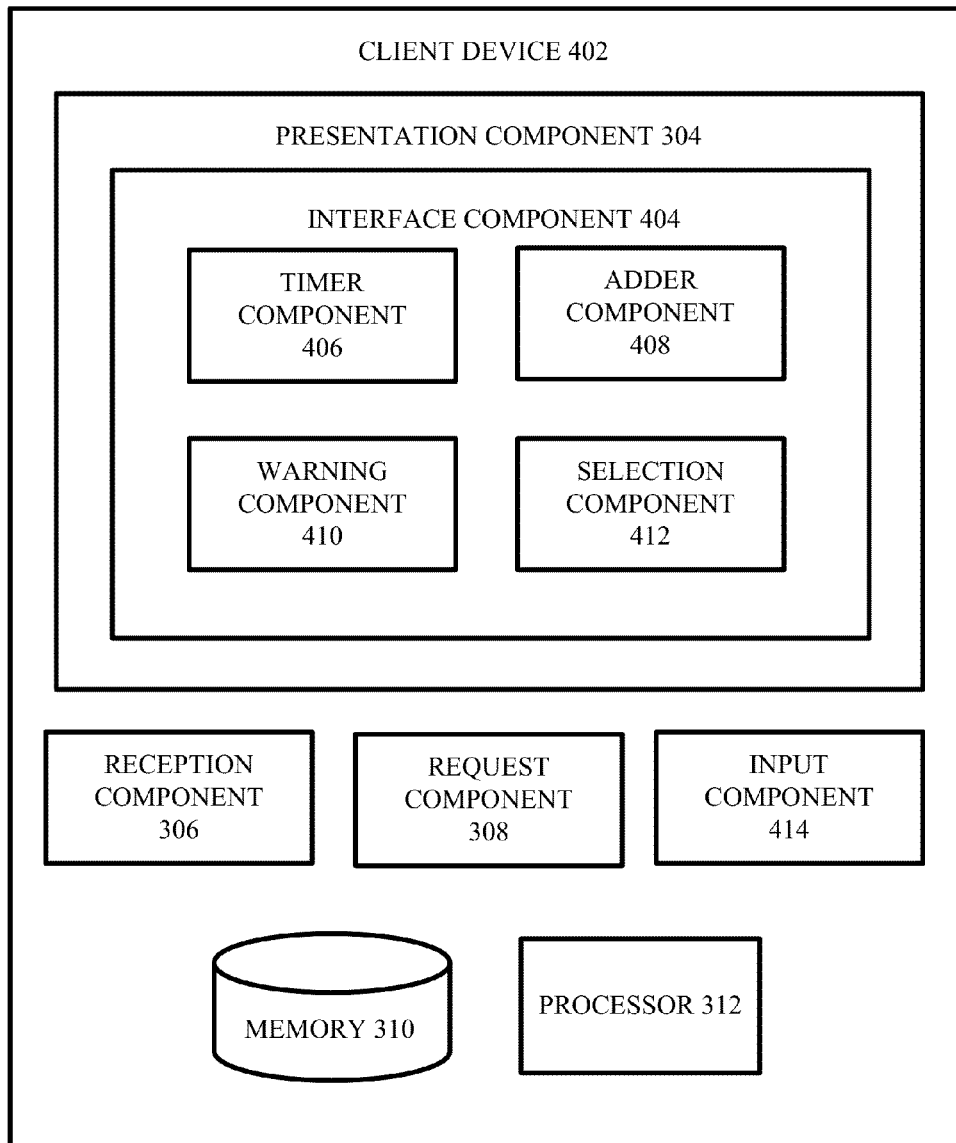


FIG. 3

**FIG. 4**

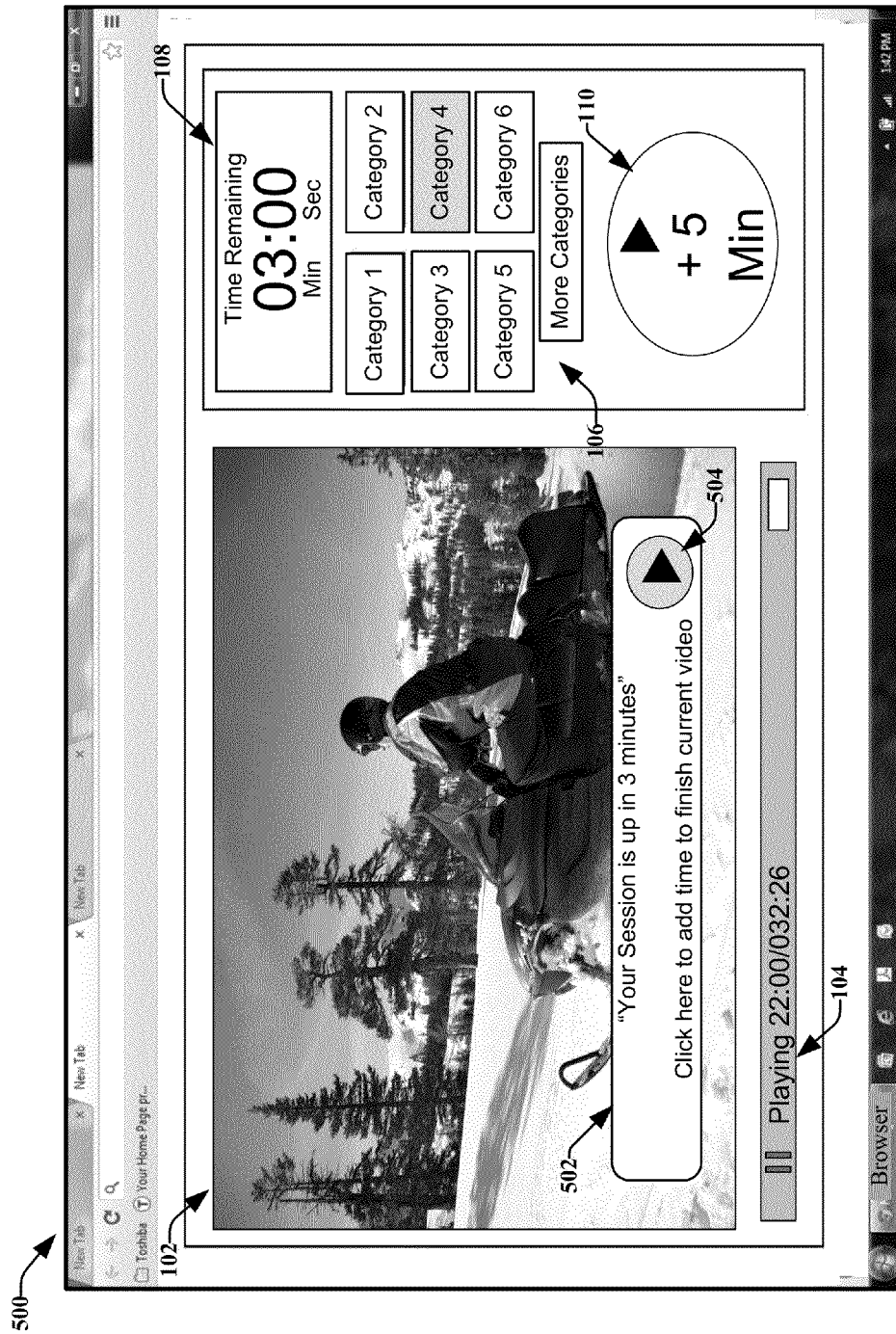


FIG. 5

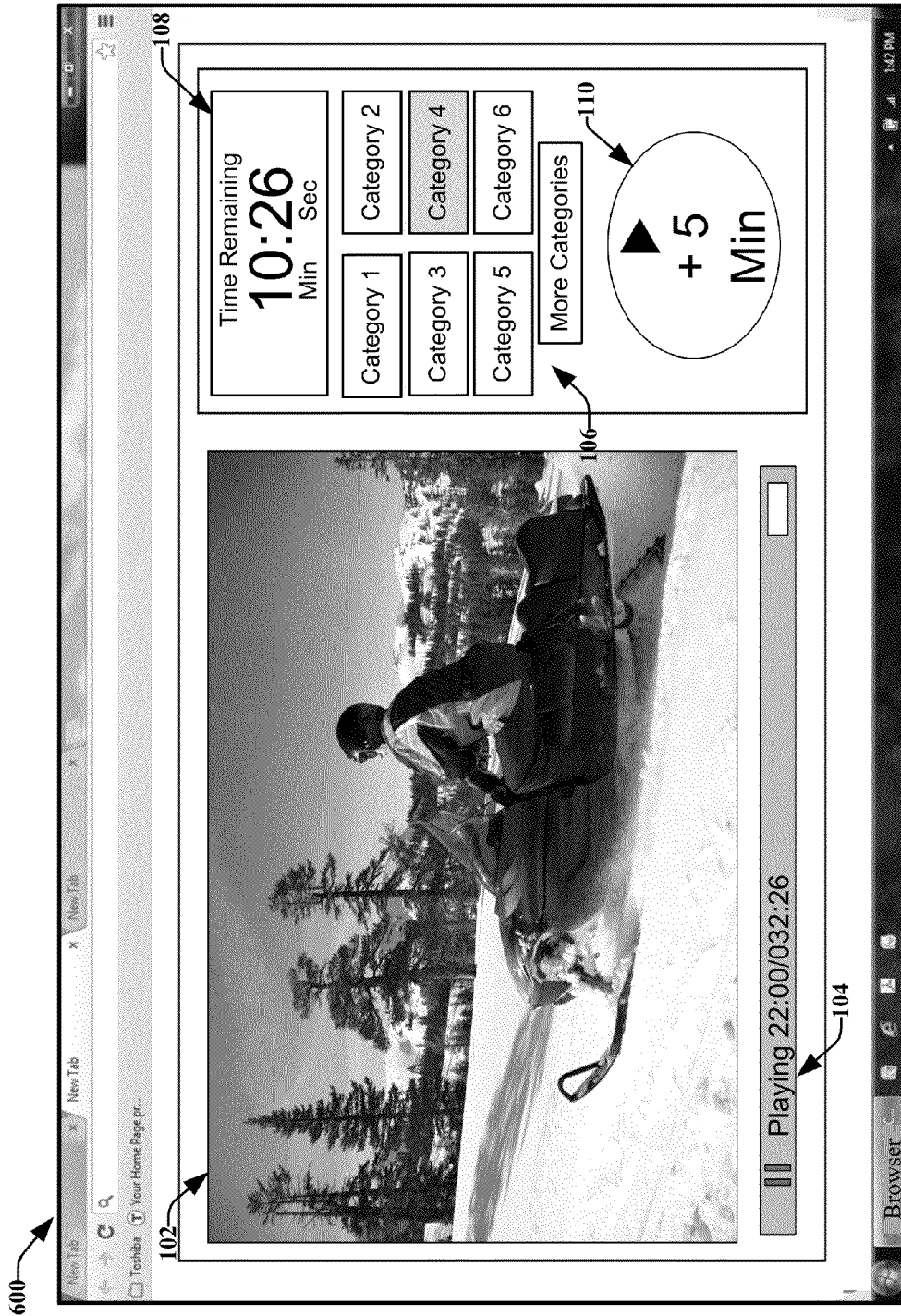
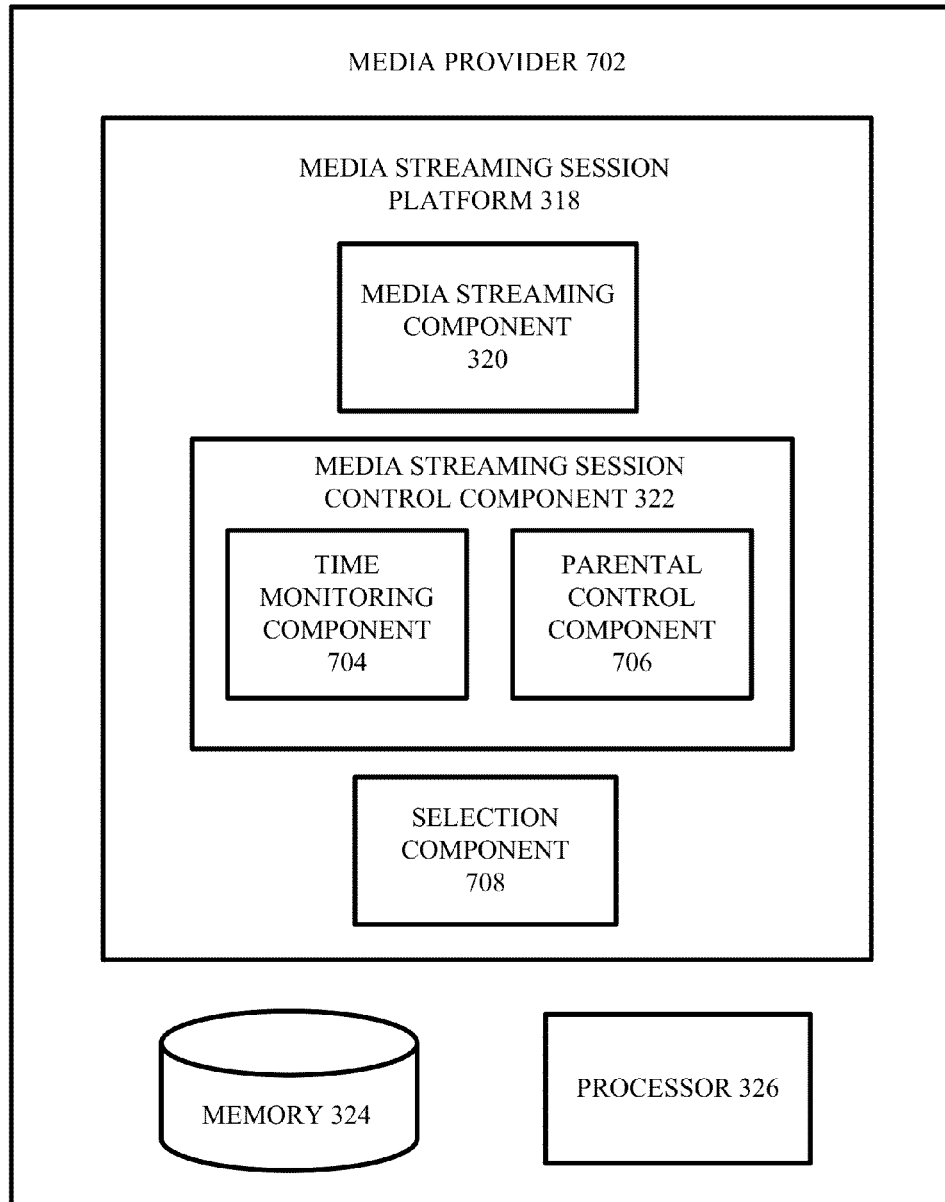


FIG. 6

**FIG. 7**

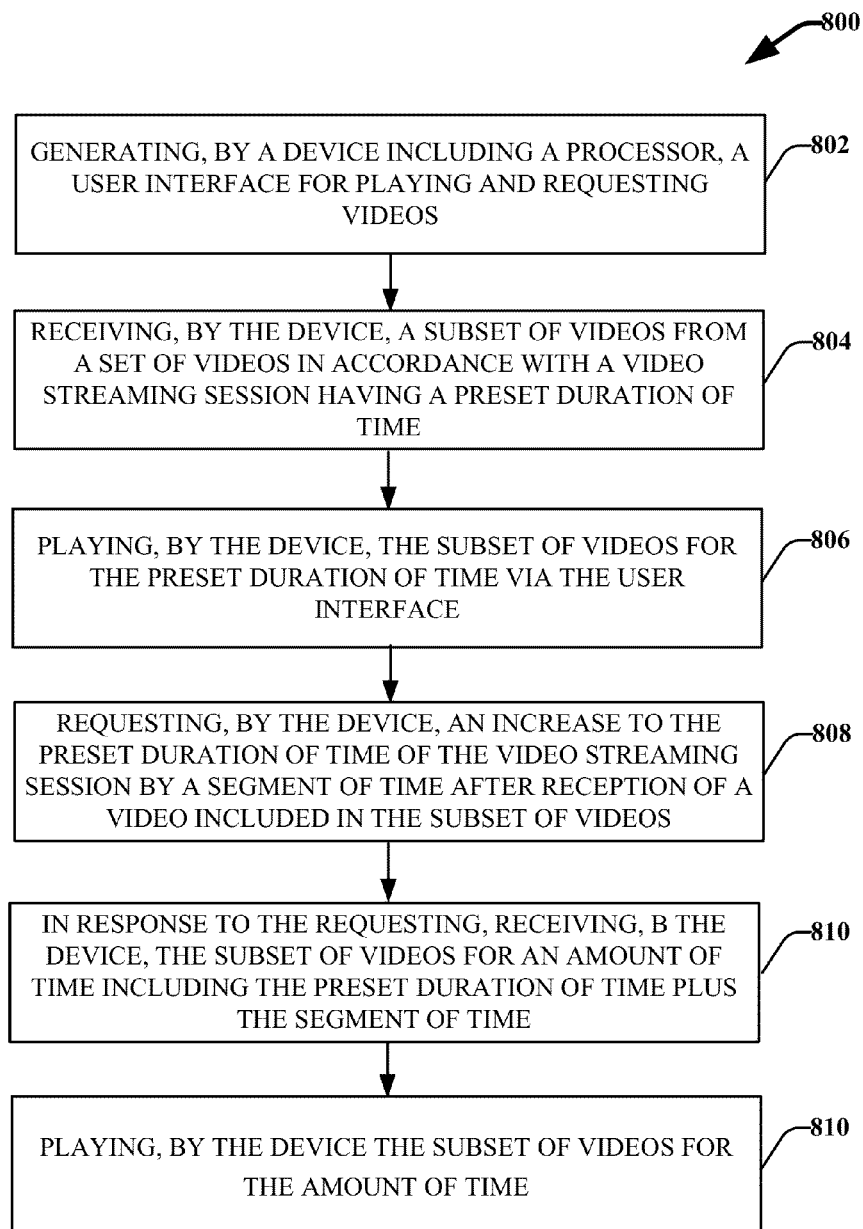


FIG. 8

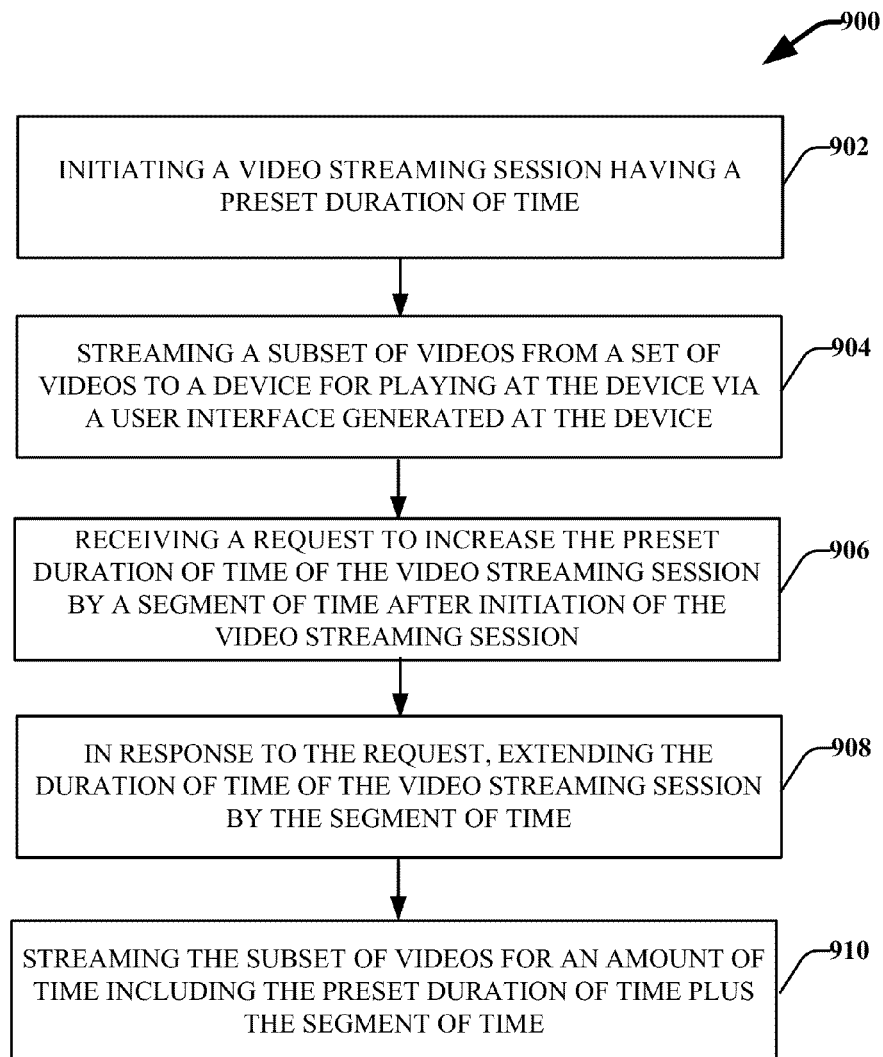


FIG. 9

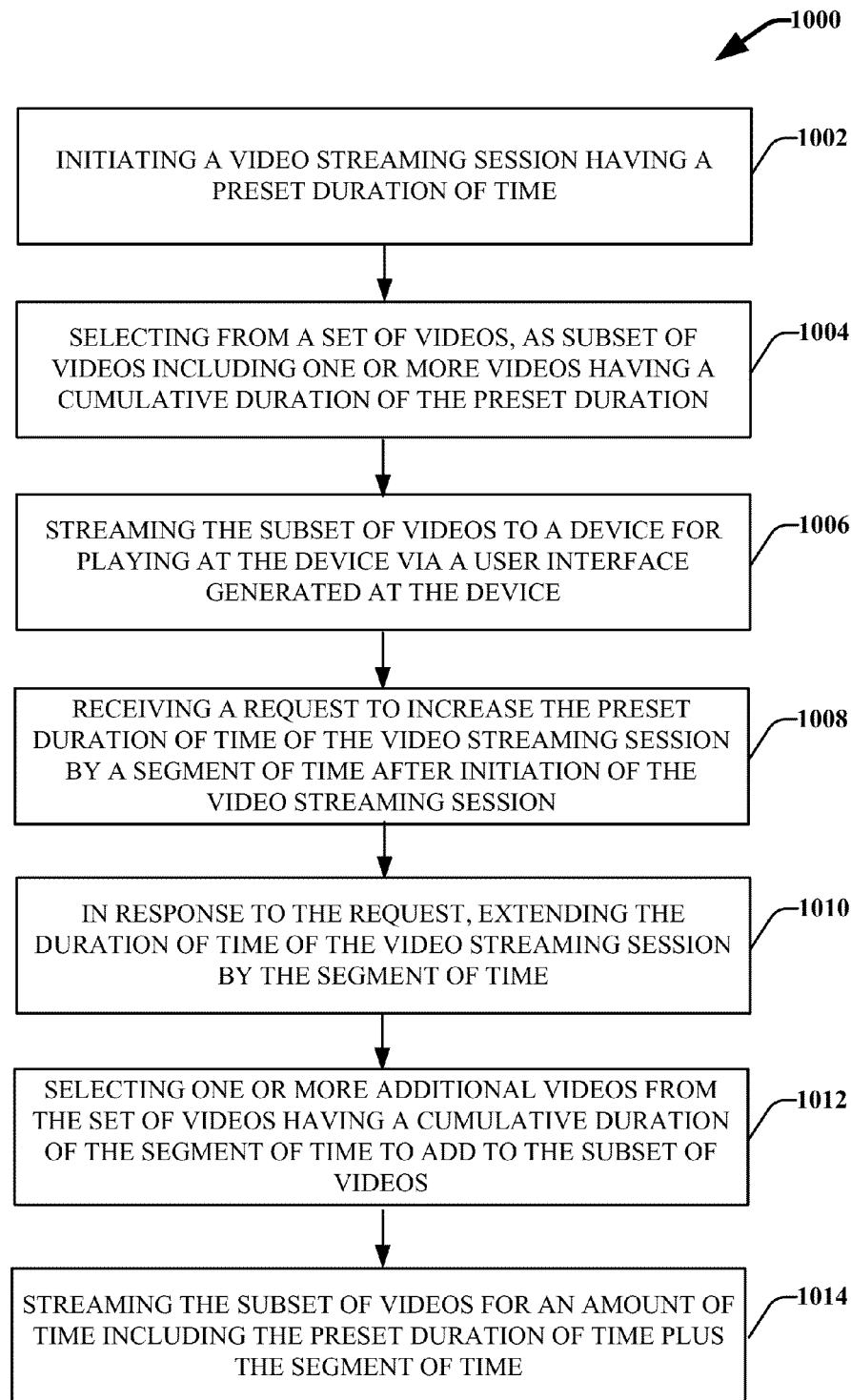


FIG. 10

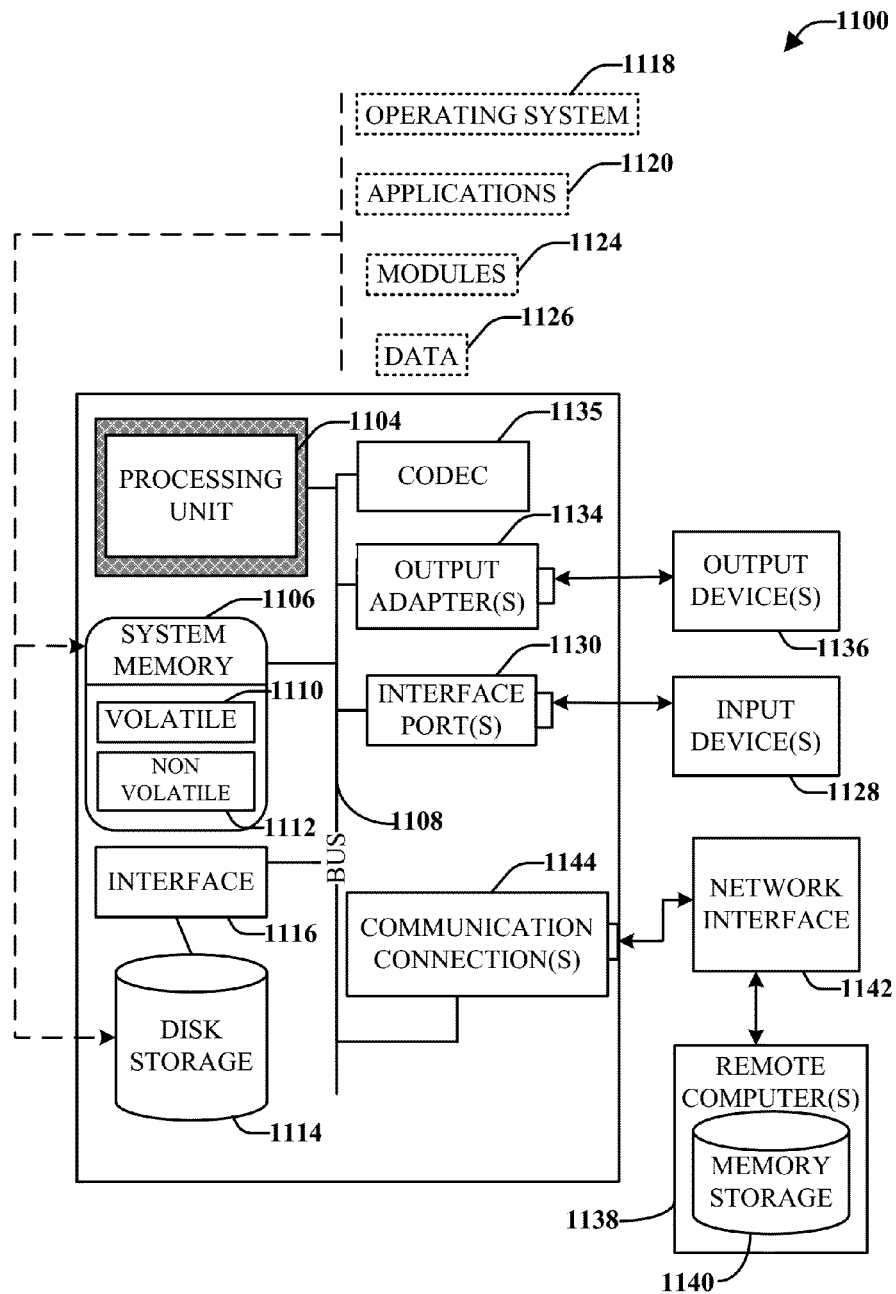


FIG. 11

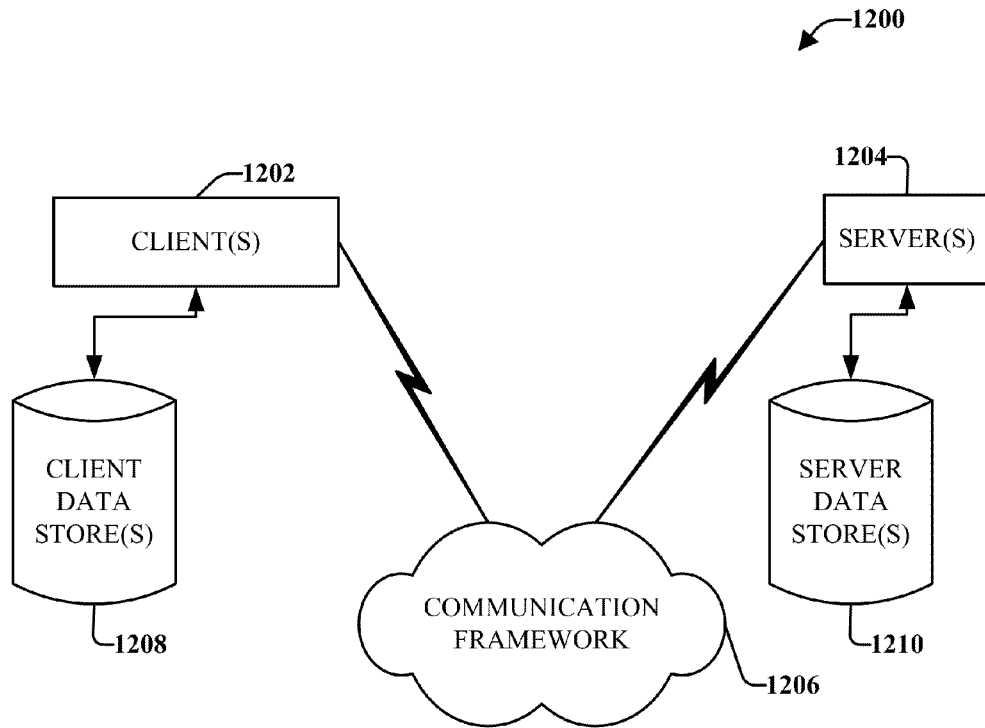


FIG. 12

1

EXTENDING PLAYING TIME OF A VIDEO PLAYING SESSION BY ADDING AN INCREMENT OF TIME TO THE VIDEO PLAYING SESSION AFTER INITIATION OF THE VIDEO PLAYING SESSION

TECHNICAL FIELD

This application generally relates to systems and methods for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session.

BACKGROUND

The proliferation of available streaming video is increasing at exponential levels that will soon reach many millions if not billions of such viewable streaming content. Conventionally, broadcast media has been provided by television or cable channels that typically have been provided by a relatively small number of content providers. However, with the ubiquitous nature of media creation and publishing tools, individuals are able to become productive content creators. This has resulted in the exponential growth of available streaming video. Many of these user generated videos are relatively short in length (e.g., about 3 to 5 minutes). Accordingly, rather than watching a single video having a relatively long duration of time, a user may choose to watch multiple short videos. However, keeping a user engaged when presenting the user with a series of short videos as opposed to a single video having a relatively long duration, (e.g., a motion picture), can be difficult.

BRIEF DESCRIPTION OF THE DRAWINGS

Numerous aspects, embodiments, objects and advantages of the present invention will be apparent upon consideration of the following detailed description, taken in conjunction with the accompanying drawings, in which like reference characters refer to like parts throughout, and in which:

FIG. 1 presents an example user interface that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 2 presents another example user interface that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 3 illustrates an example system for extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 4 illustrates an example user device that allows a user to establish a video streaming session with a preset time duration and add increments of time to the preset duration of the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 5 presents another example user interface that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing

2

session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 6 presents another example user interface that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 7 illustrates an example media server that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 8 is a flow diagram of an example method for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 9 is a flow diagram of another example method for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 10 is a flow diagram of another example method for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein;

FIG. 11 is a schematic block diagram illustrating a suitable operating environment in accordance with various aspects and embodiments.

FIG. 12 is a schematic block diagram of a sample-computing environment in accordance with various aspects and embodiments.

DETAILED DESCRIPTION

The innovation is described with reference to the drawings, wherein like reference numerals are used to refer to like elements throughout. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of this innovation. It may be evident, however, that the innovation can be practiced without these specific details. In other instances, well-known structures and components are shown in block diagram form in order to facilitate describing the innovation.

By way of introduction, the subject matter described in this disclosure relates to systems and methods for extending playing time of a video playing/streaming session by adding increments of time to the video playing session after initiation of the video playing session. In an aspect, a user input feature (e.g. a soft button) for managing a watch timer in association with a media (e.g., video) streaming session is disclosed that allows a viewer of the media streaming session to increase time limit of the watch timer by a predetermined amount (e.g. five minutes), in real time. The media streaming session continues until the watch timer expires. The feature is particularly useful to a user that would like to initially commit to a relatively short amount of time for watching videos yet is indecisive regarding exactly how much time the user would like to allocate to watching videos. Adding time to the watch timer on-the-fly extends duration of the watch timer in the event a user would like to extend a video viewing session beyond an amount of time initially committed to for the video viewing session. So, for example, a viewer of video can decide that he/she has some more time to continue to view

3

video than he/she had previously anticipated when he/she started to view the video and can immediately increase duration of the watch timer by 5 minutes by simply pressing a soft button. The video is displayed until the watch timer expires. Similarly, when some or most of the newly added five minutes has elapsed, the user can increase viewing time by five more minutes by pressing the same soft button again.

In one or more aspects, a device is disclosed that includes an interface component configured to generate a user interface for playing and requesting videos and a reception component configured to receive a subset of videos from a set of videos in accordance with a video streaming session having a preset duration of time and play the subset of videos for the preset duration of time via the user interface. The device further includes a request component configured to request increase to the preset duration of time of the video streaming session by a segment of time after reception of a video included in the subset of videos, wherein in response to the request, the reception component is configured to receive the subset of videos for an amount of time including the preset duration of time plus the segment of time and play the subset of videos for the amount of time.

In another aspect, a system is provided that includes a video streaming component configured to initiate a video streaming session having a preset duration of time and stream a subset of videos from a set of videos to a device for playing at the device via a user interface generated at the device. The system further includes a video session control component configured to receive a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session, wherein in response to the request, the video streaming component is configured to extend the duration of time of the video streaming session by the segment of time and stream the subset of videos for an amount of time including the preset duration of time plus the segment of time.

In yet another aspect, a method is disclosed that includes initiating a video streaming session having a preset duration of time, and streaming a subset of videos from a set of videos to a device for playing at the device via a user interface generated at the device. The method further includes receiving a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session, in response to the request, extending the duration of time of the video streaming session by the segment of time, and streaming the subset of videos for an amount of time including the preset duration of time plus the segment of time.

Referring now to the drawings, with reference initially to FIGS. 1-2, presented are example user interfaces **100** and **200** that facilitate extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. In an aspect, interfaces **100** and **200** are generated by a computing device configured to at least receive and play streaming video from a networked media server. According to this aspect, interfaces **100** and **200** facilitate interaction with the networked media server in association with selecting videos for consuming, accessing the videos, and playing the videos. In another aspect, interface **100** is generated by a computing device configured to play videos provided locally at the computing device (e.g., in memory of the computing device or in data storage device operatively coupled to the computing device). According to this aspect, interfaces **100** and **200** facilitate accessing and playing videos provided locally at the computing device.

4

With reference to FIG. 1, interface **100** includes a primary viewing area in which videos are displayed and a toolbar **104** that allows a user to control the playing of the video (e.g., using traditional controls such as pause, play, fast forward, rewind, etc.). Toolbar **104** can also display a current playing time of the video with respect to the duration of the video. For example, interface **100** is exemplified in association with a video playing session currently playing a video at time point 02:55 of a video having a duration of 03:55. Interface **100** also includes a timer **108** that indicates an amount of time remaining in a current video playing session. As seen in example interface **100**, the amount of time remaining in the video playing session is one minute.

A video playing session includes a user designated amount of time to view one or more videos from a set of videos in a continuous manner (e.g., one video being played after another without interaction with the video player by a user). In an aspect, a video playing session can be associated with a user designated amount of time to view a single video. According to this aspect, the video will stop playing until the video has completed or the duration of the video playing session runs out, whichever occurs first. In another aspect a video playing session can include a user designated amount of time in which the user would like to view a subset of videos from the set of videos. For example, a user can select a category of videos, (e.g., romance, comedy, sports, trending, recommended, etc.) and set up a video playing session that results in the playing of a subset of videos from the selected category. For example, interface **100** can include category menu **106** that displays a plurality of different categories (e.g., categories 1-6) of videos. Each category 1-6 can be associated with a set of videos belonging to the respective category. It should be appreciated that the headings Category 1, Category 2, etc., are merely employed for exemplary purposes and that category menu **106** can include more explicative headings.

As exemplified in interface **100**, the user has selected Category 1 in association with the current video playing session. In another example, a user can select a playlist (not shown) that includes a plurality of videos in sequential order and set up a video playing session that results in the playing of a subset of videos from the playlist in a sequential order of the playlist or in a shuffle manner. According to these examples, the video playing session associated with a selected category or playlist results in the continuous playing of videos from the selected category or playlist, respectively, until the time allocated for the video playing session runs out. The number of videos that are played in a particular video playing session will depend on amount of time allocated for the video playing session and duration of the video or videos selected for playing during the video playing session. In an aspect, videos are selected for playing during a video playing session as a function of a user selected playlist, a user selected category, and/or a system that employs an algorithm to automatically select videos for playing in association with a video playing session on behalf of a user.

As noted above, with respect to example interface **100**, a user has selected Category 1 in association with the current video playing session and the current video playing session has one minute remaining. In an aspect, Category 1 represents a set of short (e.g., 3-10 minutes) romance videos. By way of example, when the video playing session associated with interface **100** was initiated by the viewer, the viewer allocated 30 minutes for the video playing session. Thus during the previous 29 minutes of the video playing session, several short romance videos were played in a continuous manner. At time 1 minute remaining in the video streaming session, the video being played also has 1 minute remaining. As discussed

5

infra, in an aspect, synchronization of the ending of a video in the video playing session with the allocated time duration for the video playing session (as it is in interface 100) is planned so that a video is not cut off before the ending of the video as a result in lapse of time in the video playing session. In another aspect, synchronization is merely a coincidence.

Interface 100 also includes a time adder feature 110 that allows a user to add more time to the video playing session at any point during the video playing session. The time adder feature 110 can be associated with a preset amount of time (e.g., five minutes) such that selection of the adder feature results in addition of the preset amount of time to the video session. In example interface 100, the user has selected the adder feature in order to add five more minutes to the video playing session.

FIG. 2 presents a resulting interface 200 in response to selection of the time adder feature 110 in interface 100. As seen in interface 200, the time remaining in the video playing session has increased by five minutes (e.g., from one minute left in interface 100 to six minutes left in interface 200). As a result, the video playing session will continue for six more minutes and one or more additional short romance videos will be played after the video currently being played has finished. In an aspect, the time adder feature 110 can be selected again and again to continue adding five more minutes to the video playing session (e.g., a user can select the adder feature three times to add fifteen more minutes to the video playing session).

With reference to FIG. 3 presented is diagram of an example system 300 for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. Aspects of systems, apparatuses or processes explained in this disclosure can constitute machine-executable components embodied within machine(s), e.g., embodied in one or more computer readable mediums (or media) associated with one or more machines. Such components, when executed by the one or more machines, e.g., computer(s), computing device(s), virtual machine(s), etc. can cause the machine(s) to perform the operations described.

System 300 includes client device 302, media provider 316 and one or more networks 314 for connecting client device 302 and media provider 316 and for establishing a server/client relationship between media provider 316 and client device 302, respectively. Client device 302 can include memory 310 for storing computer executable components and instructions and processor 312 to facilitate operation of the instructions (e.g., computer executable components and instructions) by the client device 302. Similarly, media provider 316 can include memory 324 for storing computer executable components and instructions and processor 326 to facilitate operation of the instructions (e.g., computer executable components and instructions) by the client device 302.

Media provider 316 can include an entity that provides media content to client device 302 via a network 314 (e.g., the Internet). For example, media provider 316 can provide and/or present media content to client device 302 via a website platform that can be accessed using a browser of the client device 302. The media content can be presented to a user of client device 302 in a window of a user interface generated/displayed by the browser of the client device 302. As used herein the term media content or media item can include but is not limited to streamable media (e.g., video, live video, streaming video, video advertisements, music, music videos, sound files and etc.) and static media (e.g., pictures, thumbnails). In some aspects, the term media content or media item

6

includes a collection of media items such as a playlist including several videos or songs, or a channel including several videos or songs associated with a single media creator.

In an aspect, media provider 316 can employ one or more server computing devices to store and deliver streaming media content to users via a network 314. The media can be stored in memory 324 and/or at various servers employed by media provider 316 and accessed via client device 302 using a website platform of the media provider 316. For instance, media provider 316 can include a media presentation source that has access to a voluminous quantity (and potentially an inexhaustible number) of shared media (e.g., video and/or audio) files. In an aspect, the shared media files can include a voluminous quantity of relatively short video files (e.g., from about thirty seconds to about one hour) of various topics or categories which media provider 316 can organize into different sets of video files (e.g., romance, comedy, sports, trending, recommended, etc.). Media provider 316 source can further stream these media files to client device 302 via a network 314 in accordance with a video playing/streaming session initiated by a user of the client device 302.

Client device 302 can include any suitable computing device associated with a user and configured to interact with media provider 316 to receive streaming media and play streaming media (e.g., using a media player). For example, client device 302 can include a desktop computer, a laptop computer, a television, a mobile phone, a tablet personal computer (PC), or a personal digital assistant PDA. As used in this disclosure, the terms "content consumer" or "user" refer to a person, entity, system, or combination thereof that employs system 300 (or additional systems described in this disclosure) using client device 302. Network(s) 314 can include wired and wireless networks, including but not limited to, a cellular network, a wide area network (WAN, e.g., the Internet), a local area network (LAN), or a personal area network (PAN). For example, client device 302 can communicate with media provider 316 (and vice versa) using virtually any desired wired or wireless technology, including, for example, cellular, WAN, wireless fidelity (Wi-Fi), Wi-Max, WLAN, and etc. In an aspect, one or more components of system 300 are configured to interact via disparate networks.

Client device 302 can include presentation component 304 to generate a user a graphical user interface or virtual user interface (e.g., interfaces 100 and 200) for interacting with media provider 316 via a network 314 to request and play videos. In particular, the interface can facilitate requesting a video playing/streaming session with a preset amount of time and playing videos in association with the video playing/streaming session at client device 302. In an aspect, presentation component 304 can include an application (e.g., a web browser) for retrieving, presenting and traversing information resources on the World Wide Web in association with generating an interface for interacting with media provider 316. For example, presentation component 304 can employ a web browser to generate a user interface that displays various web pages associated with a website platform of media provider 316 that facilitate accessing videos provided by media provider 316, requesting a video streaming session from media provider, and playing videos in association with the video streaming session.

In another aspect, presentation component 304 can generate a user interface that facilitates consuming local multimedia provided at client device 302. According to this aspect, presentation component 304 can generate a user interface that does not employ a browser to access media content provided by media provider 316 via a network 314. Such a user interface can simply facilitate accessing and playing multimedia

on client device **302** (e.g., from a multimedia library stored at client device). For example, presentation component **304** can generate a user interface that allows a user to request a media playing session using local a multimedia source, view the media playing session (e.g., via a media player), and control the media playing session.

Presentation component **304** can present media viewing options for use with any suitable type of device configured to interface play media and/or receive and play streamed media from media provider **316**, including but not limited to: a mobile phone, a tablet computer, a desktop computer, a server system, a personal computer, a cable set top box, a satellite set top box, a cable modem, a television set, an internet-enabled television, a television computer device media extender device, a video cassette recorder device, a blu-ray device, DVD (digital versatile disc or digital video disc) device, a compact disc device, a video game system, an audio/video receiver, a radio device, a portable music player, a navigation system, a car stereo, etc.

The respective devices listed above (and additional devices suitable for interfacing with a streaming media provider) often have different capabilities and limitations (e.g., screen size, decoders . . .). In an aspect, presentation component **304** can provide presentation options in accordance with different device capabilities or limitations. For example, data rendering capabilities may be more limited in a mobile device (e.g., a smart-phone) than in a fixed computing device (e.g., a desktop computer), more effort may be required of a user to consume content such as a video (or other information) from the mobile device than would be required of the user in viewing the same video from a fixed computing device. In addition, because displays of various mobile devices are often smaller than displays in fixed computing devices, it may be possible only to display a relatively small amount of information at any given time on a mobile device. Finally, data connections between a mobile device and various networked resources (e.g., the Internet) may be slower than corresponding data connections between a fixed computing device and the same networked resources. Accordingly, presentation component **304** can generate user options to account for variations in device functionality and available bandwidth for consumption and rendering of media content.

In view of the above, presentation component **304** can present content in various formats and/or in accordance with various display mediums. In particular, presentation component **304** can adapt and optimize display of options and content based on respective client devices. For example, presentation component **304** can adapt the manner in which a video recommended for re-watch is presented to a user (e.g., as an end-cap, as a pop up, in a recommendation section, etc.) based on client device **120** capabilities and display restrictions. In another example, presentation component **304** can present a section of video in a format such as H.263, H.264 AVC, MPEG-4 SP, VP8, or other suitable format based on the client device **120**. In yet another example, presentation component **304** can present an audio of a video in formats such as for example AAC LC/LTP, HE-AACv1(AAC+), HE-AACv2 (enhanced AAC+), AMR-NB, AMR-WB, FLAC, MP3, MIDI, Vorbis, PCM/WAVE, etc.

In an aspect, presentation component **304** can automatically configure or present user options to consume video based on encoding parameters such as video resolution, video frame rate, video bit rate, video codec, audio codec, audio channels, audio bit rate, etc. Thus presentation component **304** can choose a format to consume content that best suits capabilities of specific consumption mediums, available

bandwidth, file size, processing capabilities, screen resolution, screen size, available encoders, available decoders, etc.

Request component **308** is configured to request a media in association with a media playing session via an interface generated by presentation component **304**. For example, request component **308** can request a media playing session from media provider **316** via a network **314**. The request can define a preset duration of the requested media playing session and indicate a video or set of videos to include in the media playing session. For example, via a user interface generated by presentation component **304**, a user can request a video streaming session for thirty minutes from a set of videos recommended by media provider **316**. In another example, a user can request a video streaming session for an hour to include videos from a specific channel (e.g., a set of videos associated with a single video uploaded entity). In yet another example, a user can request a video streaming session for twenty minutes to include videos related to current events. In yet another example, a user can request a music playing session for two hours (e.g., using audio files and/or audio files associated with video files) to include songs from an 80s rock and roll genera. Request component **308** can configure and send these requests for media streaming/playing sessions to media provider **316**. It should be appreciated that the type of video or audio as well as the duration of a media streaming session can vary and is not restricted to the time frames and examples provided herein.

Reception component **306** is configured to receive, via a network **314** and from media provider **316**, media included in a media streaming session in accordance with the terms of the requested media streaming session. In response to reception of the streamed media, reception component **306** can effectuate the playing of the received media (e.g., using a media player) via an interface generated by presentation component **304** in accordance with terms of the requested media session (e.g., for the requested preset duration of the media streaming session). For example, reception component **306** can receive streaming video provided by media provider **316** in response to a request for a video streaming session.

Request component **308** is further configured to request modifications to a media streaming session. In particular, request component **308** can generate a request to add more time to a preset duration of a media streaming session after the initiation of the media streaming session. For example, using an interface generated by presentation component **304**, (e.g., interfaces **100** and **200**) a user can request to extend a preset duration of a video streaming session. In another example, using an interface generated by presentation component **304**, a user can request to change the type of videos (e.g., from basketball videos to football videos) included in a video streaming session. Request component **308** can configure and send requests to modify media streaming to media provider **316** via a network. In response, to a request to modify a media streaming session, reception component **306** is configured to receive media associated with the media session in accordance with the modification defined in the request. For example, in response to a request to extend the preset duration of a media streaming session by five minutes, reception component **306** is configured to receive and play media associated with the media streaming session for five additional minutes.

Media provider **316** can include media streaming session platform **318** to facilitate conducting media streaming sessions with client device **302** in accordance with aspects described herein. Media streaming session platform **318** can include media streaming component **320** and media streaming session control component **322**. Media streaming component **320** is configured to stream media to client device **302** in accordance with a request for a media streaming session.

For example, media streaming component **320** can identify media (e.g., video files or music files) associated with a media streaming session request from client device **302** and stream the media to client device **302** in a continuous manner for the preset duration specified in the media streaming session request. Media streaming session control component **322** is configured to control a media streaming session between media provider **316** in association with parameters defined in the media streaming session request. In particular, media streaming session control component **322** is configured to monitor a duration of a media streaming session and stop the streaming (e.g., by media streaming component **320**) of media included in the media streaming session in response to the preset duration of the media streaming session coming to an end. In addition, media streaming session control component **322** is configured to effectuate any changes requested to a media streaming session during the course of the media streaming session. For example, media streaming session control component **322** can add time to a preset duration of a media streaming session in response to a request.

FIG. 4 illustrates an example client device **402** that allows a user to establish a video streaming session with preset time duration and add increments of time to the preset duration of the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. Client device **402** can include same or similar features and functionalities of client device **302**. Repetitive description of like elements employed in respective embodiments of systems and interfaces described herein are omitted for sake of brevity.

Presentation component **304** of client device **302** can include interface component **404** to generate a user interface (e.g., interfaces **100**, **200** and the like) with features and functionalities that facilitate requesting a media playing/streaming session with a preset duration, viewing media in accordance with the media playing/streaming session and adding additional time to the media playing/streaming session after initiation of the media streaming session. The interface can include at least a primary display area that includes a media player for playing video and/or audio in accordance with a media streaming session. In addition to the media player, the interface can also include a timer (e.g., a watch timer/playing timer), a soft button that facilitate adding time to a video streaming session, and an input area that facilitates requesting a media streaming session with a preset duration and selecting media to include in a media streaming session.

Interface component **404** can include timer component **406** to generate and display a timer in a user interface that indicates an elapsed amount of time in a media streaming session or a remaining amount of time in a media streaming session duration in real time. For example, as seen in interfaces **100** and **200**, a watch clock or timer **108** is displayed in an upper right corner of the respective interfaces that indicate an amount of time remaining in a current video playing session.

Adder component **408** is configured to generate an input mechanism at a user interface generated by interface component **404** that facilitate input of a request to increase a preset duration of time of a video streaming session by a segment of time. For example, as seen in interfaces **100** and **200**, a time adder feature **110** can be generated by adder component **408** and displayed in a lower right hand corner of the respective interfaces that allows a user to add more time to a video playing session at any point during the video playing session. In an aspect, the adder feature can be associated with a preset amount of time such that selection of the adder feature results in addition of the preset amount of time to the video session.

In an aspect, the preset amount of time is five minutes. In another aspect, the preset amount of time is between about three and about eight minutes. In yet another aspect, the preset amount of time is ten minutes. In an aspect, the adder feature can include an interactive soft button that can be selected one or more times to add the preset amount of time associated with the soft button to the amount of time remaining in a video playing session. For example, a soft button that can be selected once to add five minutes of time to a current video streaming session can be selected twice to add ten minutes, three times to add fifteen minutes, four times to add twenty minutes, etc. According to this aspect, the soft button can be selected any number N of times at any point during the playing of a video playing session.

In another aspect, adder component **408** can generate an input mechanism that allows a user to select a user configured amount of time to add to a video playing session (e.g., as opposed to a preset amount of time associated with a soft button). According to this aspect, adder component **408** can generate a dialogue box that allows a user to type in or otherwise input any amount of time which the user desires to add to a media playing session.

It should be appreciated that various mechanisms aside from a soft button or configurable dialogue box can be employed by adder component **408** to facilitate input of an amount of time to add to a media playing session after initiation of the media playing session and the subject disclosure is not intended to be limited by the examples described herein. For instance, adder component **408** can generate an overlay button on top of a video player in which a video is being played in association with a video streaming session that allows a user to add time to the video playing session. In another example, adder component **408** can generate a pop-up display that allows a user to add time to a video playing session prior to the ending of the video playing session.

Warning component **410** is configured to generate a warning prompt near the end of a duration of a media streaming session indicating that the media streaming session will end in X amount of time (where X is a number). For example, as a user is watching a video near the end of a video streaming session, warning component **410** can generate a pop-up display or dialogue box overlaid onto the video content indicating the amount of time remaining in the video streaming session. The warning can serve as a reminder to the viewer that the video streaming session will end in X amount of time unless the user chooses to add more time to the video streaming session. In an aspect, the warning message can suggest the user request an extension of the duration of the video streaming session. In another aspect, the warning message can indicate an amount of time to add to a video streaming session. For example, where a video streaming session is about to end during the middle of a video, warning component **410** can suggest the user add at least an amount of time to the video streaming session to finish the video.

For example, FIGS. 5-6 present example user interfaces **500** and **600**, respectively, that demonstrate features associated with warning component **410**. Interfaces **500** and **600** include same or similar features and functionalities as interfaces **100** and **200**. Repetitive description of like elements employed in respective embodiments of systems and interfaces described herein are omitted for sake of brevity.

With reference to FIG. 5, interface **500** includes a warning message **502** that is configured as an overlay pop-up dialogue box. In this example, warning component **410** is configured to generate warning message **502** when the video streaming session has only three minutes remaining, as indicated by timer **108**. Warning message **502** informs the viewer that the viewer's streaming media session will be up in three minutes.

11

In addition, warning message **502** provides the viewer with an interactive prompt button **504** to select to add just enough more time to finish the video. According to this aspect, the viewer can select interactive prompt button **504** to just enough more time to finish the video or time adder feature **110** to add increments of five minutes to the video streaming session watch time.

FIG. 6 presents an example interface that is generated in response to interactive prompt button **504** in interface **500**. In particular, as seen in interface **600**, the watch time remaining indicated by timer **108** has increased by ten minutes and twenty six seconds (e.g., from three minutes remaining in interface **500** to thirteen minutes and twenty six seconds remaining in interface **600**). The amount of time added, ten minutes and twenty six seconds, is exactly the amount of time remaining in the video (e.g., as indicated by the current playing point with respect to the video duration displayed in toolbar **104**).

Referring back to FIG. 4, interface component **404** can also include selection component **412** to generate an input area/mechanism on an interface generated by interface component **404** that facilitates requesting a media playing/streaming session with a preset duration and selecting media to include in a media streaming session. For example, as seen in interfaces **100** and **200**, a category menu **106** can be generated by selection component **412** on a right side of the respective interfaces that displays a plurality of different categories (e.g., categories 1-6) of videos. A user can select a category from the category menu in association with requesting a streaming video session to indicate that the user would like to view videos from the selected category during the video streaming session.

It should be appreciated that a category selection menu is merely an example mechanism that can be employed by selection component **412** to facilitate selection of media to include in a media streaming session. For example, in another aspect, selection component **412** can generate a text box that allows a user to type in information (e.g., keywords) indicating a type of media to include in a media streaming session. In another example, selection component **412** can allow a user to interact with an interface generated by interface component **404** and select a predefined playlist of sequentially ordered media items to draw from during a media streaming session. According to this aspect, reception component **306** can sequentially receive the media items for playing in accordance with the order of the media items in the playlist.

Client device **402** can include input component **414** to facilitate user interaction with interfaces generated on/by client device. Input component **414** can include an input device (e.g., a mouse, a touch screen, a speaker, a motion sensor, a proximity sensor, a gaze detection device, etc.) and/or software that analyzes data captured by the input device to determine an intention of the user with respect to interaction with a user interface generated by interface component **404** (e.g., select, move, add time to a video streaming session, etc.).

Turning now to FIG. 7 illustrated is an example media provider **702** that facilitates extending playing time of a video playing session by allowing a user to add increments of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. Media provider **702** can include same or similar features and functionalities as media provider **316** with the addition of time monitoring component **704** and parental control component **706** to media streaming session control component **322**. In addition, the media streaming session platform **318** of media provider **702** further includes

12

selection component **708**. Repetitive description of like elements employed in respective embodiments of systems and interfaces described herein are omitted for sake of brevity.

Media streaming session control component **322** can employ time monitoring component **704** to monitor paying time of videos provided to a client device during a media streaming session in real time. Accordingly, time monitoring component **704** can keep track of the duration of a video streaming session to determine when to stop streaming videos in accordance with a video streaming session at a point when duration of the video streaming session has reach completion.

Media streaming session control component **322** can employ parental control component **706** to enable a parent or other authority figure to impart restrictions regarding who can request additional time to be added to a media streaming session. For example, a parent may want to restrict the amount of time her child is allowed to watch streaming videos during a streaming video session and disable the ability for her child to merely add additional time to a video streaming session using the devices and interfaces described herein. Accordingly, in an aspect, parental control component **706** can associate a password, personal identification number, or other form of security setting with a user account that serves as a barrier against allowing a user associated with the account to increase a preset duration of a video streaming session after initiation of the video streaming session. For example, before a user has authority to increase time of a video streaming session after initiation of the video streaming session (e.g., using an adder feature generated by adder component **408**), parental control component **706** can require the user to input a secret password.

Selection component **708** is configured to select videos for inclusion in a video streaming session based in part on a user request for the video streaming session. As noted infra, in an aspect, a user can select a media category type or a playlist from which to receive videos in association with a request for a video streaming session. According to this aspect, selection component **708** can employ various algorithms to select which videos to include from a particular media type category or playlist that can account for various factors including but not limited to: user preferences, user demographics, trending videos, user social circles, or user watch history. In an aspect, when a video streaming request indicates a predefined playlist, selection component **708** can start with the first video or song in the playlist and sequentially move through the media items in the playlist until the duration of time for the media streaming session lapses. In another aspect, when a video streaming request indicates a predefined playlist, selection component **708** select media items for streaming from the playlist in a shuffled or random order.

In an aspect, selection component **708** is configured to select media items for inclusion in a media streaming session based in part on a preset duration of time specified for the media streaming session. For example selection component **708** can select a subset of videos from a set of videos for streaming to a user during a video streaming session that have a cumulative duration of the preset duration of time. The set of videos can include a plurality of videos having varying durations of time. As a result, when the video streaming session reaches completion, the ending point of the final video being played will coincide with the ending point of the video streaming session. Thus a user will not experience a situation where a video is cut off in the middle based on a time limit of the video streaming session. Similarly, in response to a request to add more time to a video streaming session, selection component **708** can select one or more additional videos from the set of videos to stream to the user based on the

13

amount of additional time requested such that the cumulative duration of the one or more additional videos coincides with the amount of time added. For example, if a user request five additional minutes to be added to a video streaming session, selection component **708** can select a first video having a duration of four minutes and a second video having a duration of one minute.

In another aspect, selection component **708** can select videos that are associated with a high level of user affinity (e.g., popular videos, videos users have provided positive reviews on, videos most user tend to re-watch, etc.) to provide as the last video in a video streaming session to entice users to add more time to their video streaming session. According to this aspect, as a tactic to entice users to add more time to continue a video streaming session, selection component **708** can purposely stream a popular video as the last video in a video streaming session such that the video streaming session duration will end prior to the completion of the popular video. As a result, user's will be inclined to add more time to their video viewing session to finish the video that has kept them on the edge of their seat so to speak.

In view of the example systems and/or devices described herein, example methods that can be implemented in accordance with the disclosed subject matter can be further appreciated with reference to flowcharts in FIGS. **8-10**. For purposes of simplicity of explanation, example methods disclosed herein are presented and described as a series of acts; however, it is to be understood and appreciated that the disclosed subject matter is not limited by the order of acts, as some acts may occur in different orders and/or concurrently with other acts from that shown and described herein. For example, a method disclosed herein could alternatively be represented as a series of interrelated states or events, such as in a state diagram. Moreover, interaction diagram(s) may represent methods in accordance with the disclosed subject matter when disparate entities enact disparate portions of the methods. Furthermore, not all illustrated acts may be required to implement a method in accordance with the subject specification. It should be further appreciated that the methods disclosed throughout the subject specification are capable of being stored on an article of manufacture to facilitate transporting and transferring such methods to computers for execution by a processor or for storage in a memory.

FIG. **8** illustrates a flow chart of an example method **800** for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. At **802**, a user interface for playing and requesting videos is generated (e.g., using interface component **404**) by a device including a processor (e.g., client device **402**). At **804**, a subset of videos from a set of videos is received by the device including a processor in accordance with a video streaming session having a preset duration of time (e.g., via reception component **306**). At **806**, the device plays the subset of videos for the preset duration of time via the user interface (e.g., using presentation component **304**). At **808**, a request is sent by the device to increase the preset duration of time of the video streaming session by a segment of time after reception of a video included in the subset of videos (e.g., using request component **308**). Then at **810**, in response to the request, the subset of videos are received by the device for an amount of time including the preset duration of time plus the segment of time and at **812**, the subset of videos are played by the device for the amount of time.

FIG. **9** illustrates a flow chart of another example method **900** for extending playing time of a video playing session by

14

adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. At **902** a video streaming session having a preset duration of time is initiated (e.g., via media streaming session platform **318**). At **904**, a subset of videos from a set of videos is streamed to a device for playing at the device via a user interface generated at the device (e.g., via media streaming component **320**). At **906**, a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session is received (e.g., via media streaming session control component **322**). At **908** in response to the request, the duration of time of the video streaming session is extended by the segment of time (e.g., via media streaming session control component **322**). At **910**, the subset of videos is streamed to the device for playing at the device for an amount of time including the preset duration of time plus the segment of time (e.g., using media streaming component **320**).

FIG. **10** illustrates a flow chart of another example method **1000** for extending playing time of a video playing session by adding an increment of time to the video playing session after initiation of the video playing session in accordance with various aspects and embodiments described herein. At **1002** a video streaming session having a preset duration of time is initiated (e.g., via media streaming session platform **318**). At **1004**, a subset of videos is selected from a set of videos for streaming to a device in accordance with the video streaming session (e.g., using selection component **708**). At **1006**, the subset of videos is streamed to the device for playing at the device via a user interface generated at the device (e.g., via media streaming component **320**). At **1008**, a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session is received (e.g., via media streaming session control component **322**). At **1010** in response to the request, the duration of time of the video streaming session is extended by the segment of time (e.g., via media streaming session control component **322**). At **1012**, one or more additional videos from the set of videos are selected and added to the subset of videos (e.g., using selection component **708**). The one or more additional videos are selected to have a cumulative duration of the segment of time. Then at **1014**, the subset of videos is streamed to the device for playing at the device for an amount of time including the preset duration of time plus the segment of time (e.g., using media streaming component **320**).

Example Operating Environments

The systems and processes described below can be embodied within hardware, such as a single integrated circuit (IC) chip, multiple ICs, an application specific integrated circuit (ASIC), or the like. Further, the order in which some or all of the process blocks appear in each process should not be deemed limiting. Rather, it should be understood that some of the process blocks can be executed in a variety of orders, not all of which may be explicitly illustrated in this disclosure.

With reference to FIG. **11**, a suitable environment **1100** for implementing various aspects of the claimed subject matter includes a computer **1102**. The computer **1102** includes a processing unit **1104**, a system memory **1106**, a codec **1105**, and a system bus **1108**. The system bus **1108** couples system components including, but not limited to, the system memory **1106** to the processing unit **1104**. The processing unit **1104** can be any of various available processors. Dual microprocessors and other multiprocessor architectures also can be employed as the processing unit **1104**.

15

The system bus **1108** can be any of several types of bus structure(s) including the memory bus or memory controller, a peripheral bus or external bus, and/or a local bus using any variety of available bus architectures including, but not limited to, Industrial Standard Architecture (ISA), Micro-Channel Architecture (MSA), Extended ISA (EISA), Intelligent Drive Electronics (IDE), VESA Local Bus (VLB), Peripheral Component Interconnect (PCI), Card Bus, Universal Serial Bus (USB), Advanced Graphics Port (AGP), Personal Computer Memory Card International Association bus (PCMCIA), Firewire (IEEE 1314), and Small Computer Systems Interface (SCSI).

The system memory **1106** includes volatile memory **1110** and non-volatile memory **1112**. The basic input/output system (BIOS), containing the basic routines to transfer information between elements within the computer **1102**, such as during start-up, is stored in non-volatile memory **1112**. In addition, according to present innovations, codec **1105** may include at least one of an encoder or decoder, wherein the at least one of an encoder or decoder may consist of hardware, a combination of hardware and software, or software. Although, codec **1105** is depicted as a separate component, codec **1105** may be contained within non-volatile memory **1112**. By way of illustration, and not limitation, non-volatile memory **1112** can include read only memory (ROM), programmable ROM (PROM), electrically programmable ROM (EPROM), electrically erasable programmable ROM (EEPROM), or flash memory. Volatile memory **1110** includes random access memory (RAM), which acts as external cache memory. According to present aspects, the volatile memory may store the write operation retry logic (not shown in FIG. 11) and the like. By way of illustration and not limitation, RAM is available in many forms such as static RAM (SRAM), dynamic RAM (DRAM), synchronous DRAM (SDRAM), double data rate SDRAM (DDR SDRAM), and enhanced SDRAM (ESDRAM).

Computer **1102** may also include removable/non-removable, volatile/non-volatile computer storage medium. FIG. 11 illustrates, for example, disk storage **1114**. Disk storage **1114** includes, but is not limited to, devices like a magnetic disk drive, solid state disk (SSD) floppy disk drive, tape drive, Jaz drive, Zip drive, LS-70 drive, flash memory card, or memory stick. In addition, disk storage **1114** can include storage medium separately or in combination with other storage medium including, but not limited to, an optical disk drive such as a compact disk ROM device (CD-ROM), CD recordable drive (CD-R Drive), CD rewritable drive (CD-RW Drive) or a digital versatile disk ROM drive (DVD-ROM). To facilitate connection of the disk storage devices **1114** to the system bus **1108**, a removable or non-removable interface is typically used, such as interface **1116**.

It is to be appreciated that FIG. 11 describes software that acts as an intermediary between users and the basic computer resources described in the suitable operating environment **1100**. Such software includes an operating system **1118**. Operating system **1118**, which can be stored on disk storage **1114**, acts to control and allocate resources of the computer system **1102**. Applications **1120** take advantage of the management of resources by operating system **1118** through program modules **1124**, and program data **1126**, such as the boot/shutdown transaction table and the like, stored either in system memory **1106** or on disk storage **1114**. It is to be appreciated that the claimed subject matter can be implemented with various operating systems or combinations of operating systems.

A user enters commands or information into the computer **1102** through input device(s) **1128**. Input devices **1128**

16

include, but are not limited to, a pointing device such as a mouse, trackball, stylus, touch pad, keyboard, microphone, joystick, game pad, satellite dish, scanner, TV tuner card, digital camera, digital video camera, web camera, and the like. These and other input devices connect to the processing unit **1104** through the system bus **1108** via interface port(s) **1130**. Interface port(s) **1130** include, for example, a serial port, a parallel port, a game port, and a universal serial bus (USB). Output device(s) **1136** use some of the same type of ports as input device(s). Thus, for example, a USB port may be used to provide input to computer **1102**, and to output information from computer **1102** to an output device **1136**. Output adapter **1134** is provided to illustrate that there are some output devices **1136** like monitors, speakers, and printers, among other output devices **1136**, which require special adapters. The output adapters **1134** include, by way of illustration and not limitation, video and sound cards that provide a means of connection between the output device **1136** and the system bus **1108**. It should be noted that other devices and/or systems of devices provide both input and output capabilities such as remote computer(s) **1138**.

Computer **1102** can operate in a networked environment using logical connections to one or more remote computers, such as remote computer(s) **1138**. The remote computer(s) **1138** can be a personal computer, a server, a router, a network PC, a workstation, a microprocessor based appliance, a peer device, a smart phone, a tablet, or other network node, and typically includes many of the elements described relative to computer **1102**. For purposes of brevity, only a memory storage device **1140** is illustrated with remote computer(s) **1138**. Remote computer(s) **1138** is logically connected to computer **1102** through a network interface **1142** and then connected via communication connection(s) **1144**. Network interface **1142** encompasses wire and/or wireless communication networks such as local-area networks (LAN) and wide-area networks (WAN) and cellular networks. LAN technologies include Fiber Distributed Data Interface (FDDI), Copper Distributed Data Interface (CDDI), Ethernet, Token Ring and the like. WAN technologies include, but are not limited to, point-to-point links, circuit switching networks like Integrated Services Digital Networks (ISDN) and variations thereon, packet switching networks, and Digital Subscriber Lines (DSL).

Communication connection(s) **1144** refers to the hardware/software employed to connect the network interface **1142** to the bus **1108**. While communication connection **1144** is shown for illustrative clarity inside computer **1102**, it can also be external to computer **1102**. The hardware/software necessary for connection to the network interface **1142** includes, for exemplary purposes only, internal and external technologies such as, modems including regular telephone grade modems, cable modems and DSL modems, ISDN adapters, and wired and wireless Ethernet cards, hubs, and routers.

Referring now to FIG. 10, there is illustrated a schematic block diagram of a computing environment **1000** in accordance with this disclosure. The system **1000** includes one or more client(s) **1002** (e.g., laptops, smart phones, PDAs, media players, computers, portable electronic devices, tablets, and the like). The client(s) **1002** can be hardware and/or software (e.g., threads, processes, computing devices). The system **1000** also includes one or more server(s) **1004**. The server(s) **1004** can also be hardware or hardware in combination with software (e.g., threads, processes, computing devices). The servers **1004** can house threads to perform transformations by employing aspects of this disclosure, for example. One possible communication between a client **1002** and a server **1004** can be in the form of a data packet trans-

mitted between two or more computer processes wherein the data packet may include video data. The data packet can include a metadata, e.g., associated contextual information, for example. The system **1000** includes a communication framework **1006** (e.g., a global communication network such as the Internet, or mobile network(s)) that can be employed to facilitate communications between the client(s) **1002** and the server(s) **1004**.

Communications can be facilitated via a wired (including optical fiber) and/or wireless technology. The client(s) **1002** include or are operatively connected to one or more client data store(s) **1008** that can be employed to store information local to the client(s) **1002** (e.g., associated contextual information). Similarly, the server(s) **1004** are operatively include or are operatively connected to one or more server data store(s) **1010** that can be employed to store information local to the servers **1004**.

In one embodiment, a client **1002** can transfer an encoded file, in accordance with the disclosed subject matter, to server **1004**. Server **1004** can store the file, decode the file, or transmit the file to another client **1002**. It is to be appreciated, that a client **1002** can also transfer uncompressed file to a server **1004** and server **1004** can compress the file in accordance with the disclosed subject matter. Likewise, server **1004** can encode video information and transmit the information via communication framework **1006** to one or more clients **1002**.

The illustrated aspects of the disclosure may also be practiced in distributed computing environments where certain tasks are performed by remote processing devices that are linked through a communications network. In a distributed computing environment, program modules can be located in both local and remote memory storage devices.

Moreover, it is to be appreciated that various components described in this description can include electrical circuit(s) that can include components and circuitry elements of suitable value in order to implement the embodiments of the subject innovation(s). Furthermore, it can be appreciated that many of the various components can be implemented on one or more integrated circuit (IC) chips. For example, in one embodiment, a set of components can be implemented in a single IC chip. In other embodiments, one or more of respective components are fabricated or implemented on separate IC chips.

What has been described above includes examples of the embodiments of the present invention. It is, of course, not possible to describe every conceivable combination of components or methodologies for purposes of describing the claimed subject matter, but it is to be appreciated that many further combinations and permutations of the subject innovation are possible. Accordingly, the claimed subject matter is intended to embrace all such alterations, modifications, and variations that fall within the spirit and scope of the appended claims. Moreover, the above description of illustrated embodiments of the subject disclosure, including what is described in the Abstract, is not intended to be exhaustive or to limit the disclosed embodiments to the precise forms disclosed. While specific embodiments and examples are described in this disclosure for illustrative purposes, various modifications are possible that are considered within the scope of such embodiments and examples, as those skilled in the relevant art can recognize.

In particular and in regard to the various functions performed by the above described components, devices, circuits, systems and the like, the terms used to describe such components are intended to correspond, unless otherwise indicated, to any component which performs the specified function of the described component (e.g., a functional equivalent), even

though not structurally equivalent to the disclosed structure, which performs the function in the disclosure illustrated exemplary aspects of the claimed subject matter. In this regard, it will also be recognized that the innovation includes a system as well as a computer-readable storage medium having computer-executable instructions for performing the acts and/or events of the various methods of the claimed subject matter.

The aforementioned systems/circuits/modules have been described with respect to interaction between several components/blocks. It can be appreciated that such systems/circuits and components/blocks can include those components or specified sub-components, some of the specified components or sub-components, and/or additional components, and according to various permutations and combinations of the foregoing. Sub-components can also be implemented as components communicatively coupled to other components rather than included within parent components (hierarchical). Additionally, it should be noted that one or more components may be combined into a single component providing aggregate functionality or divided into several separate sub-components, and any one or more middle layers, such as a management layer, may be provided to communicatively couple to such sub-components in order to provide integrated functionality. Any components described in this disclosure may also interact with one or more other components not specifically described in this disclosure but known by those of skill in the art.

In addition, while a particular feature of the subject innovation may have been disclosed with respect to only one of several implementations, such feature may be combined with one or more other features of the other implementations as may be desired and advantageous for any given or particular application. Furthermore, to the extent that the terms “includes,” “including,” “has,” “contains,” variants thereof, and other similar words are used in either the detailed description or the claims, these terms are intended to be inclusive in a manner similar to the term “comprising” as an open transition word without precluding any additional or other elements.

As used in this application, the terms “component,” “module,” “system,” or the like are generally intended to refer to a computer-related entity, either hardware (e.g., a circuit), a combination of hardware and software, software, or an entity related to an operational machine with one or more specific functionalities. For example, a component may be, but is not limited to being, a process running on a processor (e.g., digital signal processor), a processor, an object, an executable, a thread of execution, a program, and/or a computer. By way of illustration, both an application running on a controller and the controller can be a component. One or more components may reside within a process and/or thread of execution and a component may be localized on one computer and/or distributed between two or more computers. Further, a “device” can come in the form of specially designed hardware; generalized hardware made specialized by the execution of software thereon that enables the hardware to perform specific function; software stored on a computer readable storage medium; software transmitted on a computer readable transmission medium; or a combination thereof.

Moreover, the words “example” or “exemplary” are used in this disclosure to mean serving as an example, instance, or illustration. Any aspect or design described in this disclosure as “exemplary” is not necessarily to be construed as preferred or advantageous over other aspects or designs. Rather, use of the words “example” or “exemplary” is intended to present concepts in a concrete fashion. As used in this application, the

term “or” is intended to mean an inclusive “or” rather than an exclusive “or”. That is, unless specified otherwise, or clear from context, “X employs A or B” is intended to mean any of the natural inclusive permutations. That is, if X employs A; X employs B; or X employs both A and B, then “X employs A or B” is satisfied under any of the foregoing instances. In addition, the articles “a” and “an” as used in this application and the appended claims should generally be construed to mean “one or more” unless specified otherwise or clear from context to be directed to a singular form.

Computing devices typically include a variety of media, which can include computer-readable storage media and/or communications media, in which these two terms are used in this description differently from one another as follows. Computer-readable storage media can be any available storage media that can be accessed by the computer, is typically of a non-transitory nature, and can include both volatile and nonvolatile media, removable and non-removable media. By way of example, and not limitation, computer-readable storage media can be implemented in connection with any method or technology for storage of information such as computer-readable instructions, program modules, structured data, or unstructured data. Computer-readable storage media can include, but are not limited to, RAM, ROM, EEPROM, flash memory or other memory technology, CD-ROM, digital versatile disk (DVD) or other optical disk storage, magnetic cassettes, magnetic tape, magnetic disk storage or other magnetic storage devices, or other tangible and/or non-transitory media which can be used to store desired information. Computer-readable storage media can be accessed by one or more local or remote computing devices, e.g., via access requests, queries or other data retrieval protocols, for a variety of operations with respect to the information stored by the medium.

On the other hand, communications media typically embody computer-readable instructions, data structures, program modules or other structured or unstructured data in a data signal that can be transitory such as a modulated data signal, e.g., a carrier wave or other transport mechanism, and includes any information delivery or transport media. The term “modulated data signal” or signals refers to a signal that has one or more of its characteristics set or changed in such a manner as to encode information in one or more signals. By way of example, and not limitation, communication media include wired media, such as a wired network or direct-wired connection, and wireless media such as acoustic, RF, infrared and other wireless media.

In view of the exemplary systems described above, methodologies that may be implemented in accordance with the described subject matter will be better appreciated with reference to the flowcharts of the various figures. For simplicity of explanation, the methodologies are depicted and described as a series of acts. However, acts in accordance with this disclosure can occur in various orders and/or concurrently, and with other acts not presented and described in this disclosure. Furthermore, not all illustrated acts may be required to implement the methodologies in accordance with certain aspects of this disclosure. In addition, those skilled in the art will understand and appreciate that the methodologies could alternatively be represented as a series of interrelated states via a state diagram or events. Additionally, it should be appreciated that the methodologies disclosed in this disclosure are capable of being stored on an article of manufacture to facilitate transporting and transferring such methodologies to computing devices. The term article of manufacture, as used in

this disclosure, is intended to encompass a computer program accessible from any computer-readable device or storage media.

What is claimed is:

1. A device comprising:

a memory having stored thereon computer executable components;

a processor that executes the following computer executable components comprising:

an interface component configured to generate a user interface for playing and requesting videos;

a reception component configured to receive a subset of videos from a set of videos in accordance with a video streaming session having a preset duration of time and play the subset of videos for the preset duration of time via the user interface; and

a request component configured to request an increase to the preset duration of time of the video streaming session by a segment of time after reception of a video included in the subset of videos, wherein in response to the request, the reception component is configured to receive the subset of videos for an amount of time including the preset duration of time plus the segment of time and play the subset of videos for the amount of time,

wherein the set of videos includes a plurality of sequential videos having varying durations of time, wherein prior to the request, the reception component is configured to sequentially receive one or more videos from the set of videos until the preset duration of time lapses.

2. The device of claim 1, wherein the interface comprises: a timer component configured to display one of an elapsed amount of time or a remaining amount of time in the video streaming session duration in real time; and

an adder component configured to facilitate input of the request to increase the duration of time of the video streaming session by the segment of time.

3. The device of claim 2, wherein the adder component comprises a user interactive soft button that facilitates input of a preset amount of time, wherein selection of the soft button results in a request to increase the video streaming session by the preset amount of time, and wherein the segment of time is equal to the preset amount of time or a multiple of the preset amount of time.

4. The device of claim 3, wherein selection of the soft button multiple times results in the segment of time being a multiple of the preset amount of time.

5. The device of claim 3, wherein the preset amount of time is between about 4 minutes to about 8 minutes.

6. The device of claim 2, wherein the segment of time is user programmable using the adder component.

7. The device of claim 2, the interface further comprising:

a warning component configured to display a warning prompt near the end of a duration of the video streaming session indicating that the video streaming session will end in X amount of time and suggesting the user request an extension of the duration of the video streaming session.

8. The device of claim 1, wherein prior to the request, the subset of videos comprises one or more videos from the set of videos having a cumulative duration of the preset duration of time, and after the request, the subset of videos comprises one or more videos from the set of videos having a cumulative duration of the amount of time including the preset duration of time plus the segment of time.

9. The device of claim 1, wherein after the request the reception component is configured to sequentially receive

21

one or more videos from the set of videos until the amount of time including the preset duration of time plus the segment of time, lapses.

10. The device of claim 1, wherein the set of videos includes one or more videos associated with a playlist.

11. A system, comprising:

a memory having stored thereon computer executable components;

a processor that executes at least the following computer executable components:

a video streaming component configured to initiate a video streaming session having a preset duration of time and stream a subset of videos from a set of videos to a device for playing at the device via a user interface generated at the device; and

a video session control component configured to receive a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session, wherein in response to the request, the video streaming component is configured to extend the duration of time of the video streaming session by the segment of time and stream the subset of videos for an amount of time including the preset duration of time plus the segment of time,

wherein the set of videos includes a plurality of sequential videos having varying durations of time, wherein the video streaming component is further configured to sequentially stream the subset of videos until the preset duration of time lapses.

12. The system of claim 11, further comprising:

a selection component configured to select the subset of videos from the set of videos based on the preset duration of time.

13. The system of claim 12, wherein the subset of videos comprises one or more videos having a cumulative duration of the preset duration of time, wherein in response to the request, the selection component is further configured to select one or more additional videos from the set of videos to include in the subset having a cumulative duration of the segment of time.

14. A method comprising:

using a processor to execute the following computer executable instructions stored in a memory to perform acts comprising:

initiating a video streaming session having a preset duration of time;

streaming a subset of videos from a set of videos to a device for playing at the device via a user interface generated at the device;

receiving a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session;

in response to the request, extending the duration of time of the video streaming session by the segment of time; and

streaming the subset of videos for an amount of time including the preset duration of time plus the segment of time, wherein the set of videos includes a plurality

22

of sequential videos having varying durations of time and being associated with a playlist, the method further comprising:

sequentially streaming the subset of videos until the amount of time including the preset duration of time plus the segment of time, lapses.

15. The method of claim 14, further comprising:

selecting the subset of videos from the set of videos based in part on the preset duration of time.

16. The method of claim 15, wherein the selecting comprises:

selecting the subset of videos to comprise one or more videos having a cumulative duration of the preset duration of time, prior to the receiving the request; and

selecting one or more additional videos from the set of videos to include in the subset of videos having a cumulative duration of the segment of time, after the receiving the request.

17. A system comprising:

a memory having stored thereon computer executable components;

a processor that executes at least the following computer executable components:

an interface component configured to generate a user interface for requesting a video streaming session having a preset duration of time and playing videos included in the video streaming session, interface comprising:

a primary display area configured to play and display videos included in the video streaming session;

a timer component configured to display an amount of time remaining in the video streaming session in real time; and

an adder component configured to facilitate input of a request to increase the preset duration of time of the video streaming session by a segment of time after initiation of the video streaming session, wherein in response to the request, the adder component is configured to increase the amount displayed by the timer component by the segment of time, wherein selection of a user interactive soft button multiple times results in the segment of time being a multiple of the preset amount of time.

18. The system of claim 17, wherein the adder component comprises the user interactive soft button that facilitates input of a preset amount of time, wherein selection of the soft button results in a request to increase the video streaming session by the preset amount of time.

19. The system of claim 18, wherein the preset amount of time is between about 4 minutes to about 8 minutes.

20. The system of claim 17, wherein the segment of time is user programmable using the adder component.

21. The system of claim 17, the interface further comprising:

a warning component configured to display a warning prompt near the end of a duration of the video streaming session indicating that the video streaming session will end in a defined amount of time and suggesting the user request an extension of the duration of the video streaming session.

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